

### REMARKS

Claims 1-32 were pending in this application.

Claim 1 has been amended to clarify the scope of the invention. Claims 2-18, 25-27, and 29-30 have been amended for consistency purposes in view of the amendment made with respect to claim 1. Claims 19-24, 28, and 31-32 are cancelled. New dependent claim 33 has been added to require that the physical venue be within the geographic locale. New independent system claim 34 has been added to mirror amended independent method claim 1. New dependent claim 35 mirrors dependent claim 33.

Support for these amendments may be found, among other places, in paragraphs [0021], [0041], [0058], and [0073]-[0074] of the specification, as well as in FIG. 3. No new subject matter is believed to have been added by these amendments.

Therefore, claims 1-18, 25-27, 29-30, and 33-35 remain in this application.

#### Revocation of Power of Attorney

Applicants hereby submit an executed Revocation of Power of Attorney with New Power of Attorney and Change of Correspondence Address document along with a Statement Under 37 CFR 3.73(b). Applicants respectfully request that the new practitioners and correspondence address be made of record such that all future correspondence will be directed to Applicants' practitioners, namely, The Webb Law Firm.

#### 35 U.S.C. §102 and §103 Rejections

Claims 1-29 stand rejected under 35 U.S.C. §102(e) for asserted anticipation by U.S. Patent No. 7,532,900 to Wilson et al. (hereinafter "the Wilson patent"). Claims 30-32 stand rejected under 35 U.S.C. §103(a) for asserted obviousness based upon the Wilson patent in view of the Examiner's asserted Official Notice.

The cited section (i.e., column 15-16) of the Wilson patent simply relates to location-based services in the context of a cell-phone system. Specifically, a user profile containing a cell user's interests is associated with each cell user. When a first user enters a cell region in which a second user is situated who has a similar interest as the first user, the first user may be alerted of the second user's presence via an SMS message (*See* column 15, lines 38-53).

There is no creation of a chapter in the Wilson system. Assuming, arguendo, that the user profile containing the interest of the user is attempted to be equated to the

claimed chapter, the claimed chapter requires that it correspond to a geographic locale. However, the profile in the Wilson system contains no geographic locale information. Additionally, there is no disclosure in the Wilson patent that a user, let alone multiple users, selects the same topic and location (as now claimed). Furthermore, as set forth in dependent method claim 33 (and mirrored dependent system claim 35), the claimed physical venue is *within* the geographic locale. There is no indication in the Wilson system that any planned meeting (after becoming aware of a friend with mutual interests) occurs within the area in which the friend was located, as is set forth in claims 33 and 35. As discussed above, the Wilson system only informs a user that someone with similar interest is within the vicinity of another user -- there is no correlation between a selected physical venue by one user and a geographic locale, as indicated by multiple users. Applicants have further amended claim 1 to emphasize the aforementioned distinctions, as well as others, between the present invention and the prior art of record. For the foregoing reasons, Applicants believe that the subject matter of amended independent claim 1 and new independent claim 34 and, alternatively, new dependent claims 33 and 35, is not anticipated by the Wilson patent. Reconsideration of the rejection of claim 1 and the claims depending therefrom is respectfully requested.

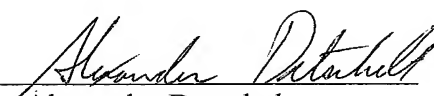
Of note, Applicants traverse the Examiner's taking of Official Notice with respect to claim 30 in connection with the obviousness rejection of claim 30. Even if it is well known to generate printed promotional material, the issue is whether or not it would have been obvious to combine those teachings in the context of profile matching location-based services in a cell-phone system. It would be impractical to prepare printed promotional material when setting up a proposed meeting or activity, getting directions thereto, and providing RSVP functionality solely via a cell phone (*See* column 3, lines 10-22). In light of the aforementioned amendments and arguments made with respect to the anticipation rejections under the Wilson patent, whose underlying anticipation teachings, now refuted, are used for rejecting claim 30 on an obviousness basis in view of the teaching of the Official Notice, Applicants hereby respectfully request that the Examiner withdraw the overall obviousness rejection of claim 30, notwithstanding Applicants' separate argument for patentability made thereagainst.

**CONCLUSION**

Based on the foregoing amendments and remarks, reconsideration of the rejections and allowance of pending claims 1-18, 25-27, 29-30, and 33-35 are respectfully requested.

Respectfully submitted,

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